

Leica III g
Leica I g

ERNST LEITZ GMBH WETZLAR

The Open Secret Of The LEICA[®] . . .

is the four generations of experience behind the men who design and make it. For when you make a camera to the precision standards of a microscope, there is only one way to do it *right*. In some parts of the LEICA, an error of $\frac{1}{10,000}$ of an inch is too great to tolerate! It takes uncompromising skill and patience to meet tolerances like that.

These, too, are secrets of the LEICA'S reputation – precision . . . performance . . . pride . . . – the pride of the men who make it, and of those who use it.

More than 30 years ago, the LEICA gave photographers a new freedom of expression, a new way of looking at life. During a third of a century, the LEICA has introduced many features which have since been adopted by other 35 mm cameras. Interchangeable lenses, the focal plane shutter and the lens-coupled, built-in rangefinder, to name a few.

Today's LEICA III g carries on the LEICA tradition of innovation. Its big-image, bright-line frame viewfinder marks the areas included by both 50 mm and 90 mm lenses. As you focus, the viewfinder compensates for parallax error *automatically*. The shutter *automatically* synchronizes at all speeds for flash pictures with conventional bulbs and with electronic flash. And the rangefinder features one of those imaginative, custom touches so typically LEICA – an adjustable telescope. This focuses the rangefinder image for both close-by and distant subjects and corrects for variation in individual eyesight. Result: greater focusing accuracy and greater *ease* of focusing.

Can you take good pictures without such conveniences? Certainly! But how much easier and more pleasant is photography with a camera that anticipates your needs!

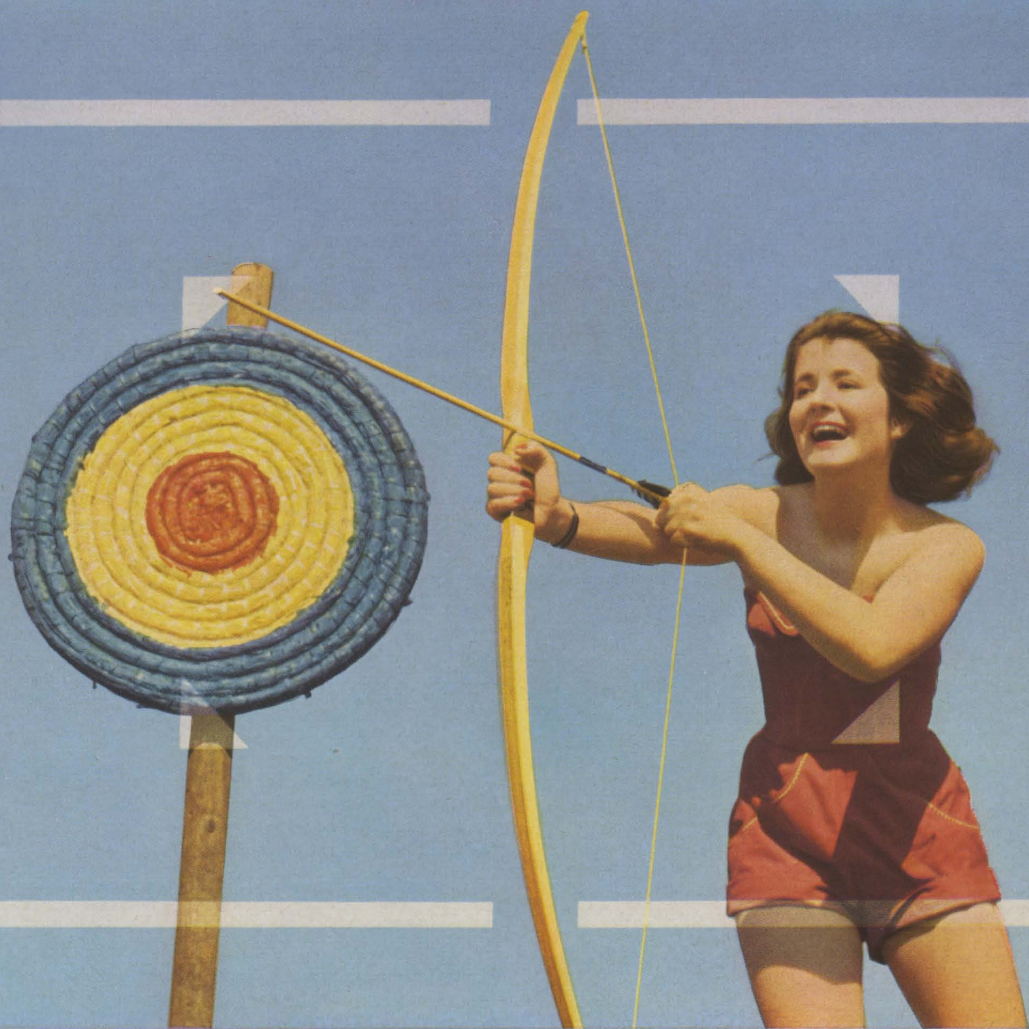
From the very beginning the LEICA has been an ideal made real – wrought into optical and mechanical perfection by men who must measure up to the traditions of a century – and then add to them.

Always the LEICA has been a window on life in all its aspects. Through it, science explores the world of micro-organisms and crystals. Or the world of planets and galaxies. The LEICA is a "first-nighter" at hit shows and an observer at the conferences of foreign ministers. You will meet it on the field of sports and the field of war, in the blue-black sky of the stratosphere and in the murky dimness 100 fathoms beneath the sea.

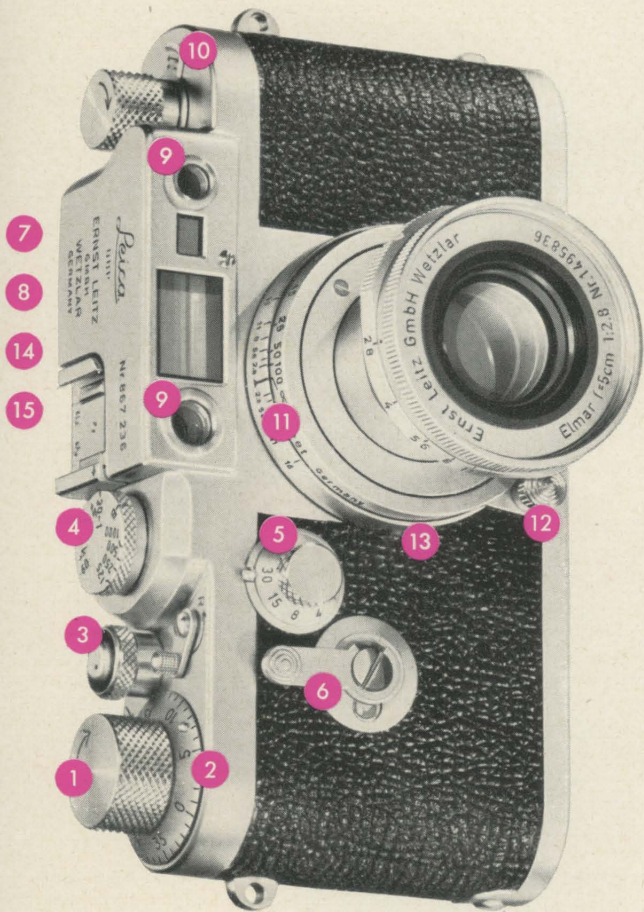
Wherever there is life and excitement, there you will find the LEICA. For it is the world's most *capable* camera – made by the world's most experienced optical scientists. It is, in fact, more than a camera. It is the key to a whole scientifically planned system of photography – The LEICA System – through which you can master nearly any photographic job.

[®] = Registered

The Viewfinder of the LEICA III g



This is how you will see your picture in the viewfinder of the III g. A bright-line frame outlines the picture with lines of light, yet leaves room for you to see outside the picture area to watch and time approaching action. ● The triangular corners visible within the standard 50 mm frame of the viewfinder show the area covered by 90 mm lenses. Therefore, you need no extra viewfinder for this lens. A 90 mm lens is one of the favorite LEICA accessory lenses for taking pictures of children and landscapes and for making portraits. ● Parallax compensation in the III g finder is automatic throughout the entire focusing range of both 50 mm and 90 mm lenses.



1 The Winding Knob

One turn of the winding knob simultaneously winds the shutter and advances the film one frame. Accidental double exposures are impossible.

2 The Exposure Counter

The LEICA accepts 20- and 36-exposure cartridges. By loading a LEICA magazine from bulk film rolls, you can put even fewer frames on a roll. But whichever method you use, the exposure counter at the winding knob will automatically record the number of exposures you make as you use up the roll.

3 Shutter Release

A gentle press on the release button releases the shutter and makes the exposure. The special soft release mechanism also allows you to take slow speed exposures by hand.

4 Fast Shutter Speed Dial

This dial gives speeds from $1/30$ to $1/1000$ seconds. Setting "B" permits you to hold the shutter open for as long as the shutter release is held down.

5 Slow Shutter Speed Dial

This dial sets slow speeds from 1 to $1/30$ seconds. When set on "T" the shutter stays open indefinitely after being released even though you take your finger off the release button (important for microscopical photography or other special work).

6 Self-Timer

The self-timer releases the shutter automatically after about 10 sec. This gives you plenty of time to get into the picture. It also offers an extra gentle shutter release action for slow exposures.

7 Focal Plane Shutter

The smooth-action special rubberized curtain of the focal plane shutter has proven itself from the Sahara to the Antarctic. Shutter action is quiet, soft and shock-free.

8 The Twin Eyepiece (back of camera)

combines the eye lenses of both viewfinder and built-in rangefinder. For wide-angle and telescopic lenses you can slip special finders or a universal finder into the accessory clip on the camera body.

9 The Rangefinder

The built-in rangefinder and the lens mount couple automatically as you attach the lens to the camera. A micrometer mechanism with accuracy found elsewhere only in highest-quality microscopes and similar precision instruments, then goes into action, keeping every picture needle-sharp. Every screw-mounted LEICA lens up to 135 mm focal length (except the 125 mm Hektor) couples automatically to the III g rangefinder as it is attached to the camera.

10 Rangefinder Telescope

The rangefinder has a built-in telescope of a 1.5 x magnification. This increases still further the accuracy of focusing. The telescope can be adjusted for distant and near subjects by a lever at the rewind knob. At the same time it corrects for individual eyesight within a range of +2 to -4 diopters.

11 Scale and Depth of Field Scale

Since you focus the LEICA with its lens-coupled rangefinder,

you do not need the distance scale for focusing. But it is very useful when combined with the depth of field scale. Working together, the two scales tell you the depth of field of the various lenses at all distance settings. The distance scale is also useful in flash photography in working with flash guide numbers to determine exposure.

12 Focusing the Lens

The focusing lever of this lens locks at the infinity position. A light pressure on the spring-loaded locking knob releases the lever for accurate focusing on closer subjects.

13 Interchangeability of Lenses

The LEICA and LEICA lenses are standardized: Every screw-mounted LEICA lens can be used with any LEICA body with screw-threaded lens flange. Your LEICA equipment does not become obsolete.

14 MX-Synchronization

The focal plane shutter of the LEICA III g features fully automatic synchronization for flash – either conventional or electronic. Depending on the light source, you can take flash pictures at any marked speed, including $1/1000$ second. Electronic flash units are synchronized by using the special arrow-marked flash contact setting on the fast-speed dial.

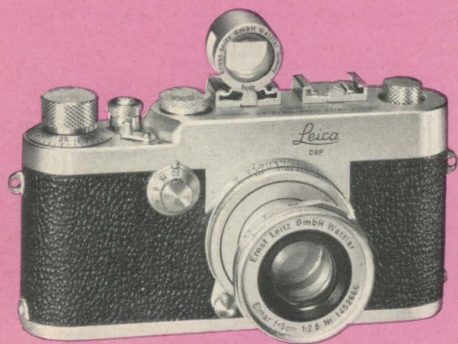
15 The Film Indicator

on the back of the camera should be set when you load new film into the camera. It shows whether the camera is loaded with black-and-white or daylight type or tungsten color film, and what its DIN or ASA rating is.

Camera

Features of the LEICA III g

Body with carrying strap eyelets, hard rubber covering bonded to camera housing, and chromium-plated metal parts; built-in bright-line frame finder for both 50 mm and 90 mm lenses, with automatic parallax compensation for both focal lengths; automatic flash synchronization for conventional and electronic flash units (X and M); lens-coupled, coincident-type rangefinder with 1.5 x magnification, focal plane shutter with speeds from 1 second to 1/1000 second, T and B; built-in self-timer; simultaneous shutter wind, film advance and exposure counter; accessory clip; screw-threaded lens mount.



Features of the LEICA I g

Same as LEICA III g, but without built-in bright-line frame viewfinder, coupled rangefinder or self-timer; with accessory clip for accessory optical brilliant viewfinders; extra clip for accessory rangefinder No. 10,025.

Conversion of the LEICA I g into model III g is possible. The charge equals the difference in price between the two models.

Leica III g

Body without lens
with ELMAR 50 mm f/3.5
with ELMAR 50 mm f/2.8
with SUMMICRON 50 mm f/2
with SUMMARIT 50 mm f/1.5
Eveready Case

* Including Federal Manufacturer's Excise Tax.

| GOOEF | 10,250 | 163.50* | |
|-------|--------|---------|---------|
| GOOCE | 10,252 | 222.00* | 214.50* |
| GOOEL | 10,255 | 234.00* | 223.50* |
| GOOMI | 10,261 | 309.00* | 292.50* |
| GMOOA | 10,265 | 337.50* | 307.50* |
| ENOOR | 14,523 | 12.30 | |

NEW
PRICES
SEPT 1,
1958

Leica I g

Body without brilliant viewfinder,
rangefinder or
with viewfinder and ELMAR 50 mm f/3.5
with viewfinder and ELMAR 50 mm f/2.8
Attachable optical brilliant viewfinder
Attachable rangefinder
Eveready case

| OCEGO | 10,220 | 96.00* | |
|-------|--------|---------|---------|
| | 10,221 | 164.70* | 157.20* |
| OADGO | 10,223 | 176.70* | 166.20* |
| SBOOI | 12,015 | 10.20 | |
| FOKOS | 10,025 | 21.00 | |
| EFOOS | 14,501 | 12.30 | |

NEW
PRICES
SEPT 1,
1958

The Eyes of the LEICA

LEICA lenses are available in focal lengths from 28 mm to 400 mm and with apertures up to f/1.5 to meet any photographic need – from distant landscapes to close-up pictures of small subjects. All LEICA lenses are anti-reflection coated on all air-to-glass surfaces and are interchangeable. Every LEICA lens is interchangeable in every LEICA body with screw-threaded lens flange.

Interchangeable LEICA Lenses

| | | | |
|---|-------|--------|---------|
| 28 mm SUMMARON f/5.6 | SNOOX | 11,001 | 108.00* |
| 35 mm SUMMARON f/3.5 | SOONC | 11,005 | 105.00* |
| 90 mm ELMAR f/4 | ELANG | 11,030 | 96.00* |
| 90 mm SUMMICRON f/2 | SOOZI | 11,027 | 259.50* |
| 135 mm HEKTOR f/4.5 | HEFAR | | 139.50 |
| Universal Viewfinder for all lenses from 35 mm to 135 mm | VIOOH | 12,000 | 45.00 |
| Adapter for 28 mm field | TUVOO | 12,005 | 10.50 |
| For use with Visoflex attachment: | | | |
| 125 mm HEKTOR f/2.5 | HIKOO | 11,032 | 157.50 |
| 135 mm HEKTOR in short mount | OHEBO | 11,040 | 123.00 |
| 200 mm TELYT f/4.5 | OTPLO | 11,060 | 172.50 |
| 400 mm TELYT f/5 | TLCOO | 11,066 | 465.00 |

Ask for special literature on special viewfinders, sunshades, filters and other accessories.

* Including Federal Manufacturer's Excise Tax.

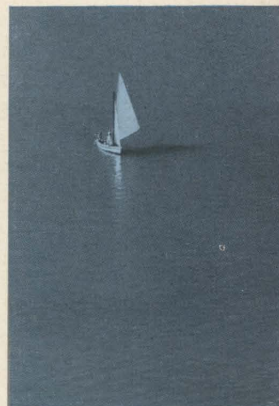
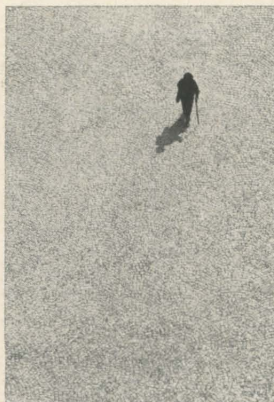
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Leica

Goal of 35 mm
Photographers
Since 1925



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
Germany

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